

South Carolina Statewide Lodging Outlook Report
March 2015

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: March 2015	Mar 2015	% Chg	Mar 2015	% Chg	Mar 2015	% Chg	% Chg	% Chg	% Chg
United States	66.8%	2.3%	\$120.50	5.0%	\$80.53	7.4%	8.6%	1.1%	3.5%
South Atlantic**	71.9%	2.7%	\$128.77	6.2%	\$92.59	9.1%	10.3%	1.1%	3.8%
South Carolina	64.9%	1.5%	\$97.39	8.1%	\$63.16	9.7%	10.6%	0.9%	2.4%
Year-to-Date: January through March 2015	Jan-Mar 2015	% Chg	Jan-Mar 2015	% Chg	Jan-Mar 2015	% Chg	% Chg	% Chg	% Chg
United States	61.1%	3.1%	\$117.09	4.7%	\$71.56	8.0%	9.1%	1.0%	4.2%
South Atlantic**	65.4%	4.1%	\$122.24	6.0%	\$80.00	10.3%	11.4%	1.0%	5.1%
South Carolina	55.3%	3.2%	\$88.41	7.3%	\$48.93	10.7%	11.7%	0.9%	4.1%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: Smith Travel Research

Three Month Occupancy Outlook for South Carolina

		April 2015	May 2015	June 2015
Smith Travel Research <i>From April 2015 Forecast Report</i>	Occupancy Forecast	68.3%	66.1%	73.9%
	% Chg vs same month in 2014	0.5%	0.5%	2.7%
TravelClick <i>From Bookings as of 5/16/15</i>	Occupancy from Current Bookings	64.3%	50.5%	21.7%
	% Chg vs same month in 2014	0.7%	0.4%	3.6%

Source: Smith Travel Research and TravelClick

